



# 3<sup>RD</sup> SPACE EXPLORATION CONFERENCE & EXHIBIT

## ESMD Commercial Development Policy *“Fostering Space Business”*

























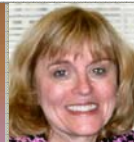







**Presenter: Ken Davidian**

**Title: Lead, ESMD Commercial Development Policy**

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# Commercial Development is NASA-Wide



	KSC	GSFC JPL DFRC	MSFC	LaRC	JSC	GRC	ARC Space Portal ACES	HQ ESMD, OGC, SOMD, IPP,			
COTS C3PO					 Kelso	 Stone	 Pittman	 Rasky	 Woodward		
LPRP HRP ETDP			 Nall	 Land	 Denkins				 Joshi		
Misc		 Scherbenski					 Karcz	 No Photo Timm	 Petro	 Madzsar	
CSTW	 Ball	 Del Frate	 Lambing	 Casas	 Yip	 Turcotte	 Shaw				
Advisors						 Huntsman	 Smith	 Schmidt	 Siegel	 Graham	 Schier
							 Coughlin	 Grady	 Voigt	 Davidian	 No Photo Stevens

Presentation at the 3<sup>rd</sup> AIAA Space Exploration Conference

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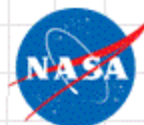


# Presentation Overview

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- Understanding The Changing Landscape
- Adopting A New Approach
- Implementing the Policy
- But First, A Story...



# The Story of Old McNASA

# Basic Definitions

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- Commercialization
- Commercial Development
- “New Farmers”
  - High Financial Risk Level: Private, Personal
  - High Technological Achievement Level
  - High Reliance On Non-Gov’t Customers
  - High Sensitivity to Launch Costs
- “Commercial Space Capabilities”

# Competitive Market Benefits

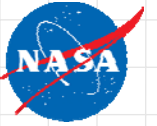
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- Vision: GES “Economic Expansion” Goal
  - Meeting National, Agency goals
  - Increasing our economic sphere
  - Higher performance & efficiency, lower cost
- Objective
  - Private industry meeting NASA goals
  - Utilize fixed-price contracts (ultimately)
- Goals
  - Development of commercial space industries
  - “Buy commercial” v. “Government provided”
  - Commercial inclusion in architecture design

# Commercial Development Highlights

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- Target 3 Barriers: Investment, Supply, Demand
- Use Open and Fair Competitive Practices
- Minimize Claim to Intellectual Property
- Follow Lead of Private Sector
- “Skin In The Game”
- Be A Reliable Customer
- Use Creative Programmatic Structures
- Be Supportive of “New Farmer” Community

# Scope of Ideas, Range of Options

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- Scope of Commercial Development Initiatives
  - NASA Exploration Architecture Parts
  - Non-NASA Exploration Architecture Parts
  - Other Capabilities That Support NASA
  - Exclusions
- Qualification Questions
  - Is this feasible in the near-term?
  - Does this meet a NASA need?
  - Is this worthwhile to NASA?
  - Do non-NASA customers exist?



# Summary

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- Why? A Changing Landscape
  - Meeting National, NASA Interests
  - Competitive Market Efficiency
- What? A New Approach
  - Markets Serving NASA's Needs
- How? Implementation Plan
  - Broad Scope of Ideas
  - Wide Range of Options

# 4 Presentations – 4 Perspectives

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- ECDP Example - Mr. Alan Lindenmoyer  
– NASA JSC, C3PO Manager
- FAA-AST Perspective - Dr. George Nield  
– FAA AST, Acting Associate Administrator
- “Hired Hands” Perspective - Dr. Paul Eckert  
– Boeing IDS-SE, Int’l & Commercial Strategist
- Investors’ Perspective - Dr. Burton Lee  
– Space Angels Network, Managing Director